

PSJ3
Exhibit 145

	TAPENTADOL BUDGET 2010	New 2010	Details	ICC SOW
	Educate on need for Broad Spectrum Analgesia	5,425		
	WebMD Pain Institute - unbranded infosite (with content and clinical challenge development)	600	partial in prespend in 2009	
	Neopathwaysinpain.com Content Development	250	partial in prespend in 2009	150
	Neo Slide Deck	80	partial in prespend in 2009	
	NEO Web Speaker Training	100	partial in prespend in 2009	
	NEO Portable Speaker Training	95	partial in prespend in 2009	
	NEO Speaker Training Live Q&A (75 calls)	150		
	Web Conferences (hosted on neopathwaysinpain.com)	350		450
	NEO E-details (9-12 modules of development)	1,000		
	Peer Direct	500		
	PR Rx Responsibly	75		
	PR Tap ER Data and Meeting Support	200		
	PR Tap ER News Bureau	50		
	PR Let's Talk Pain	225		
	PR Program Management	150		
	PR Smart Moves	300		
Confirm ICC	Chronic NEO (need final SOW from ICC)			
Confirm KDE	Chronic NEO Promotional Development (patient profiles, Advertorials, rep intro)	400		400
	Training	100	Most of the cost of training content development absorbed in 2009	
	Printing	800		
	Chronic NEO Launch Meeting	0	AI/GI Neo Launch- currently unfunded	
	Accelerate 1st Choice	30,520		
	Agency Fee/Account Management	1,500		1500
	Agency Project Development Costs (Vis Aid, Flashcards, SlimJims, Reprints, patient office materials, patient case studies, Vicodin Pilot Materials, cycle meeting updates)	2,500		2500
	Sales Materials Printing	1,200		
	Access Stimuli- Educational Materials	1,500		
	Coupon Program	1,500		
	Chronic Pain and ER Launch Training	600		
	Table PC Development	300		300
	Table PC Training	200		
	Pain Sales Force Training and Convergence	700		
need clarity	NE/MOA promotional	350		250
	NE/MOA digital	200		200
	MOA Animated Video	170		
	NRI and MOA Product Theater	100		
	Convention Fees and PriMeds	1,300		
	Conventions: Booth development	200		
	Conventions: Product Theaters	200		
	Peer-to-Peer: SPEAKER BUREAU TRAINING	1,500		
	Peer-to-Peer: NewsChannels	400		
	Peer-to-Peer: Speaker Bureau Execution	3,600	only allows 4/year per rep	
confirm Haya	Advisory Boards (Live- major meetings and key specialties)	1,200		
	Virtual Ad Boards (50K each)	1,500		
	Ad Board Enduring Materials	150		
	NUCYNTA Branded Edetailing	1,500	Edetails: development of 16 modules; new modules \$80K/month, unlimited usage per module \$50K/month; multi-modal approach to acute and subsequent chronic pain for ER	
	E-rep	1,000		
	I-lights Newsletter	150		
	NUCYNTA.com and NU-Center Medical Campus development	300		300
need clarity	WebMD Pain Institute - branded infosite (IR+ER) and Pulse Media (ER)	2,600		
	PATIENT ACTIVATION (development, piloting, execution of digital/social)	800		
	Project North Star Pilot Development of Materials	800		
	ER LAUNCH MEETING (not including contribution from Sales Force budget)	2,500	estimate based on Acute NEO spend	
	Evolve the Value Proposition	3,806		
need further detail	ER Pricing and Contracting Strategy Validation	350		
	SBG Chronic NEO development, training, and execution	550		200
	Pharmacy and Nursing Counseling Initiatives Development (ER conversion charts, pharmacy letter)	300		200
	Cegedim Dendrite NP/PA Clinician-to-Clinician and Intelliscript	400		
detail from Cassie	Pain State Policy Resource Center	300	Continued grant sponsorship	
	Advocacy Projects	335	Individual Projects with each advocacy group	
	Advocacy Corporate Memberships	81		
	Benfield Employer Education Program	190		
	Quality Measures Initiative with JCR	500		
	HE&P: Value Dossier and Patient Study Continuation	200	Value Dossier \$120K; HE&P patient study continuation \$80K)	
	Global Healthy Living	600		
	New Generation/LCM	2,640		
confirm Haya	MEDERGY (ER PIVOTAL TRIALS Publication Plan)	1,300	Transfer to GMA \$1.5m for ER publication plan	
need further detail	Secondary publications, KOL review articles, Web Articles	500	Joint investment with Grunenthal for Global publications to support NE and unique pharmacology vs. trad opioids	
	Advisory boards (including joint Grunenthal Global Ad Boards, Norepi Milan Data	840	Joint investment with Grunenthal for Global publications to support NE and	
	TOTAL BUDGET EX MR and CLINICAL	42,391		6450

Key stakeholder 2010 objectives

- 1.Demonstrate the economic case for appropriate pain treatment
- 2.Promote access to treatment
- 3.Patient education on types of pain & treatment options, how to communicate about pain
- 4.Inject balance into the pain medication debate.

Owner	Strategy	Stakeholder	Tactic Description	PO\$	Justification	Objective
Cassie Hallberg	Advocacy	AAPMan	Corp Membership	\$ 5,000	Tier one	2,4, (1)
Cassie Hallberg	Advocacy	ASPMN	Corp Membership	\$ 5,000	Tier one	2,4, (1)
Cassie Hallberg	Advocacy	ACPA	Corp Membership	\$ 10,000	Tier one	2,3,4
Cassie Hallberg	Advocacy	APF	Corp Membership	\$ 20,000	Tier one	2,3,4
Cassie Hallberg	Advocacy	ASSIP	Corp Membership	\$ 10,000	Tier two	2
Cassie Hallberg	Advocacy	Western Pain Society	Corp Membership	\$ 2,000	Tier two	2,3,4
Cassie Hallberg	Advocacy	Pain Care Forum	Corp Membership	\$ 3,000	Tier one	2,4
Cassie Hallberg	Advocacy	NASCSA	Corp Membership	\$ 5,000	Tier two	4
Cassie Hallberg	Advocacy	For Grace	Corp Membership	\$ 10,000	Tier two	2,3,4
Cassie Hallberg	Advocacy	APS	Corp Membership	\$ 6,000	Tier one	1,2,4
Cassie Hallberg	Advocacy	AAPMed	Corp Membership	\$ 5,000	Tier two	1,2,4
Sub Total Corp Memberships				\$ 81,000		
Cassie Hallberg	Advocacy	APF POPAN	Sponsorship- meeting and activities	\$ 50,000	Grass roots advoacey across most states	2,3,4
Cassie Hallberg	Advocacy	AAPMan	Sponsor one project TBD	\$ 10,000	Strong membership interest in advocacy	2,4, (1)
Cassie Hallberg	Advocacy	ASPMN	Virtual Chapters	\$ 25,000	Potential to become advocates	2,3,4
Cassie Hallberg	Advocacy	ACPA	Consumer Guide to medications	\$ 50,000	Chapters in most states plus international	2,3,4
Cassie Hallberg	Advocacy	Fail First Coalition	Sponsorship- meeting and activities	\$ 100,000	Dedicated to putting the practice of medicine in the hands of doctors	2
Cassie Hallberg	Advocacy	APS	Sponsorship REMS Summit	\$ 25,000	1-day consensus meeting on educational issues for HCPs pertaining to opiod prescribing	2,4
Cassie Hallberg	Advocacy	AAPMed	Sponsor one project TBD	\$ 10,000	Most respected Physian group	2,4
Cassie Hallberg	Advocacy	ASPI	PMP Report Cards	\$ 30,000	Pain Policy Access and Effective balance for Absue/Misuse/Diversion	2,4
Cassie Hallberg	Advocacy	Veterans Advocacy strategy	TBD	\$ 25,000	Build realtionships with the Veterans/Military community	2
Cassie Hallberg	Advocacy	ALL Tier One Groups	2010 Business Planning Meeting	\$ 10,000	Stronger partnering	1,2,3,4
Sub total sponsorships				\$ 335,000		
Cassie Hallberg	Advocacy	Employers	Employer Initiative-Benfield group	\$ 89,500	Complete toolkit	
Cassie Hallberg	Advocacy	Employers	Printing content	\$ 100,000	Note WAG until we can get a more complete estimate.	
Subtotal Employers				\$ 189,500		1,2
Cassie Hallberg	Advocacy	Quality Groups/ JCR	JCR Quality Demonstration Project	\$ 500,000	Demonstrate ROI from appropriate pain treatment	
Subtotal ROI Pain				\$ 500,000		1
Cassie Hallberg	Advocacy	Patients access challenged geographies	GHLF 10 community meetings+ meetings in a box and 2 follow on audio conferences	\$ 600,000	Empower patients and caregivers in access challnged geographies to advocate for themselves	2,3,4
Subtotal Community meetings				\$ 600,000		
Total Advocacy Programs				\$ 1,705,500		